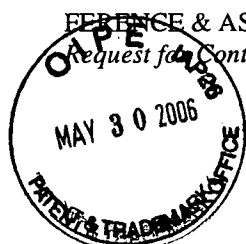


R 692885  
JW

Atty. Docket No. 696.004



REFERENCE & ASSOCIATES  
Request for Continued Examination

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al.  
Serial No. : 09/805,310 Examiner : B. Jackson  
Filed : March 13, 2001 Group Art Unit : 2685  
For : METHOD AND APPARATUS FOR TIME-AWARE AND  
LOCATION-AWARE MARKETING

HON. COMMISSIONER OF PATENTS  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) in the above-identified application.

1. Extension of Time

- ☒ No extension of time is needed.
- ☒ Applicant requests an extension of time to respond to the outstanding Office Action. A Petition for an extension of time is enclosed.
- ☒ In the event that an extension of time is required, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition and fee for extension of time.

CERTIFICATE OF TRANSMITTAL

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being deposited with the United States Postal Service as first class mail, addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450 on May 16, 2006.

Stanley D. Ferenye III

(Type or print name of person transmitting paper or fee)

(Signature of person transmitting paper or fee)

2. **Submission Required Under 37 CFR 1.114**

- ☐ Previously submitted
- ☐ Please enter the amendment(s)/reply under 37 CFR 1.116 previously filed on \_\_\_\_.
- ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_.
- ☐ Other \_\_\_\_.
- ☒ Enclosed
- ☒ Amendment/Reply
- ☐ Affidavit(s)/Declaration(s)
- ☐ Information Disclosure Statement (IDS)
- ☒ Other Amendment Transmittal.

3. **Miscellaneous**

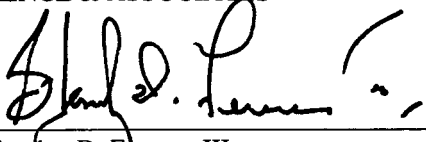
- ☐ Suspension of action on the above-identified application is requested under 37 CFR 1.103(c) for a period of \_\_\_\_ months.
- ☐ Other \_\_\_\_.

4. **Fees**

- ☐ Applicant encloses herewith a check for \$\_\_\_\_ to cover the RCE fee.
- ☒ Attached is a completed Credit Card Payment Form. The Commissioner is hereby authorized to charge the \$395.00 RCE fee required under 37 CFR 1.17(e) to filing fee to the credit card identified in the attached Credit Card Payment Form.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees associated with this communication or credit any overpayment to the credit card identified in the attached Credit Card Payment Form.

Respectfully submitted,

ERENCE & ASSOCIATES

By   
Stanley D. Ference III  
Reg. No. 33,879

Dated: May 16, 2006

Mailing Address:

**Customer No. 35195**  
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